

# HENRY CASTILLO

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## USER EXPERIENCE DESIGNER SUMMARY

- Data-Driven User Experience Designer with 3+ years experience in improving user experience through digital products for organizations like Archives of American Art (AAA) & New York City Public Schools.
- User-Centric Strategist with 7+ years experience in optimizing customer engagement and driving business growth in the fitness industry.
- Redesigned and improved the UX/UI for the AAA organization website, increasing conversion rates by 25% and reducing bounce rates by 15%. ([Case study link here](#))
- Currently volunteering at CIANA, a non profit organization for immigrants, to improve the user experience by redesigning the queue system for walk-ins and appointments.

## PROFESSIONAL EXPERIENCE

### Center for Digital Experiences

New York, NY

UX Designer

September 2022 - December 2023

- Collaborated with UX/UI designers on the end-to-end design projects that improved user engagement by 50% in 3 months.
- Created wireframes and prototypes to establish user interface design and information architecture, delivering project requirements for usability testing with 5+ people in under 1 month.
- Converted abstract ideas and users need into personas and storyboard from 8+ user interviews and 5+ competitive analysis.

### Archives of American Art

New York, NY

UX Designer Consultant

October 2022 - December 2022

- Conducted tree testing, user interviews, and surveys with 20+ people, spending 50+ hours analyzing data to improve donation page flows.
- Implemented usability testing sessions with 8+ target users in collaboration with 3 team members, leading to the design of optimized user flows with clear calls-to-action.
- Redesigned the donation page interface to enhance usability and visual appeal, proposing 4 features through 8+ mock-ups and one high-fidelity prototype.

### 40 minutes Fitness

Bogota, CO

Strategic Growth Manager

June 2015 - January 2022

- Conducted market analysis and competitive research to identify market trends and opportunities for product innovation, resulting in 5 new market opportunities and the development of 3+ new products.
- Built and managed a team of 20 members over three years, emphasizing strategic recruitment, training, management, and long-term staff retention.
- Applied design thinking to develop innovative solutions and optimize product experiences for over 500 customers.

## EDUCATION

### Master's Degree (MS) in Information Experience Design

New York, NY

Pratt Institute

January 2022 - December 2023

### Front End Developer, Full Stack Developer & UX Designer

New York, NY

Coursera (Professional Certificates)

December 2021 - May 2023

### Bachelor's Degree (BS) in Industrial Engineering

Bogota, CO

Universidad El Bosque

January 2010 - August 2015

## INTERESTS

Tennis (Currently training to improve level from 3.5 to 4.5 and looking forward to the US Open), Reading (Currently reading "The Design of Everyday Things" by Don Norman), Coding (Practicing data structures through Leetcode), Food (Coconut rice, Fried Plantain, and Arepas are in the top list), Soccer (UEFA Champions League is the preferred league to watch), and the New York Yankees.